

### Amendment to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### Listing of Claims:

1. (Currently amended) A method comprising:  
receiving, by a server system, a selection to buy an upgraded media feature for a programming transmission from a client system via a first communication media;  
automatically coordinating purchase, by the server system, of the upgraded media feature for the programming transmission with one of a plurality of programming transmission sources via a second communication media, the first communication media different than the second communication media; and  
automatically coordinating provision, by the server system, of the upgraded media feature for the programming transmission, the programming transmission and upgraded media feature to be provided from the one programming transmission source to the client system via a third communication media, the third communication media different than the first and second communication media.
2. (Currently amended) The method of claim 1 wherein the receiving comprises receiving the selection from an entertainment system, and the programming transmission is provided to the entertainment system with the upgraded media feature via the third communication media.
3. (Currently amended) The method of claim 1 wherein the automatically coordinating the purchase of the upgraded media feature comprises:  
billing, by the server system, to the client system for services performed by ~~the~~ server system; and  
providing billing information ~~about~~ associated with the client system to at least one of ~~the one plurality of programming transmission sources~~ that provided the programming transmission.

4. (Original) The method of claim 3 wherein the billing is one of performed individually for each billable transaction and performed according to a billing cycle for at least one billable transaction during the billing cycle.

5. (Currently amended) The method of claim 1 wherein the automatically coordinating the purchase of the upgraded media feature comprises:

~~billing, by the server system, a the client system~~ for services performed by ~~a the server system~~ and at least ~~the one of a plurality of~~ programming transmission sources that provided the programming transmission; and

~~receiving a bill for the portion of the services performed by the at least the one of the plurality of programming transmission sources at a later time.~~

6. (Original) The method of claim 5 wherein the billing the client and receiving the bill are one of performed individually for each billable transaction and performed according to a billing cycle for at least one transaction during the billing cycle.

7. (Canceled)

8. (Currently amended) A method comprising:

~~sending, by a client system, a selection to buy an upgraded media feature for a programming transmission to a server system via a first communication media to buy an upgraded media feature for a programming transmission to enable the server system to coordinate provision of the upgraded media feature with one of a plurality of programming transmission sources via a second communication media, the first communication media different than the second communication media; and~~

~~receiving the programming transmission with the upgraded media feature from the one programming transmission source via a third communication media, the third communication media different than the first and second communication media.~~

9. (Original) The method of claim 8 further comprising:

receiving a bill, said bill based at least in part on receiving the upgraded media feature.

10. (Original) The method of claim 9 wherein the receiving the bill comprises a charge to a credit account at one of the end of a billing cycle and at a time when the upgraded media feature is received.

11. (Original) The method of claim 8 wherein the programming transmission comprises at least one of a movie, a documentary, an audio production, an interactive media event, a situation comedy, a news program, and a televised sports event.

12. (Original) The method of claim 8 wherein the upgraded media feature comprises at least one of a video upgrade, an audio upgrade, a recordable version, and an increased access rate for an interactive event.

13. (Currently amended) The method of claim 8 wherein ~~the programming transmission is received from one of a plurality of programming transmission sources and the plurality of~~ programming transmission sources include a least one of cable television, antenna reception, satellite reception, mini-dish satellite reception, telephone dial-up service, ~~and/or~~ Internet access.

14. (Currently amended) A machine readable storage medium having stored thereon machine readable instructions, execution of said machine readable instructions to implement a method comprising:

receiving, by a server system, a selection to buy an upgraded media feature for a programming transmission from a client system via a first communication media;

automatically coordinating purchase, by the server system, of the upgraded media feature for the programming transmission with one of a plurality of programming transmission sources via a second communication media, the first communication media different than the second communication media; and

automatically coordinating provision of the upgraded media feature for the programming transmission, ~~the programming transmission and upgraded media feature to be provided to the client system via a third communication media, the third communication media different than the first and second communication media.~~

15. (Currently amended) The machine readable storage medium of claim 14, execution of said machine readable instructions to further implement:

~~billing, by the server system, a the client system~~ for services performed by ~~a the server system~~; and

providing billing information about the client ~~system~~ to at least ~~the one of a plurality of~~ programming transmission sources that provided the programming transmission.

16. (Currently amended) The machine readable storage medium of claim 14 execution of said machine readable instructions to further implement:

~~billing, by the server system, a the client system~~ for services performed by a server system and at least ~~the one of a plurality of~~ programming transmission sources that provided the programming transmission; and

receiving a bill for the portion of the services performed by ~~the at least the one of the plurality of~~ programming transmission sources at a later time.

17. (Canceled)

18. (Currently amended) A machine readable storage medium having stored thereon machine readable instructions, execution of said machine readable instructions to implement a method comprising:

~~sending, by a client system, a selection to buy an upgraded media feature for a programming transmission to a server system to buy an upgraded media feature for a programming transmission via a first communication media to enable the server system to coordinate provision of the upgraded media feature and the programming transmission with one~~

of a plurality of programming transmission sources via a second communication media, the first communication media different than the second communication media; and

receiving the programming transmission with the upgraded media feature from the one programming transmission source via a third communication media, the third communication media different than the first and second communication media.

19. (Currently amended) The machine readable storage medium of claim 18 execution of said machine readable instructions to further implement:

~~R~~receiving a bill, said bill based at least in part on receiving the upgraded media feature.

20. (Original) The machine readable storage medium of claim 19 wherein the receiving the bill comprises a charge to a credit account at one of the end of a billing cycle and at a time when the upgraded media feature is received.

21. – 24. (Canceled)

25. (Currently amended) An apparatus comprising:

a receiver to receive, via a first communication media, a selection to buy an upgraded media feature for a programming transmission;

a purchasing unit to automatically coordinate purchase of the upgraded media feature for the programming transmission from one of a plurality of programming transmission sources via a second communications media, the first communication media different than the second communication media; and

a provision unit to automatically coordinate provision of the upgraded media feature for the programming transmission with the one programming transmission source, the programming transmission and upgraded media feature to be provided via a third communication media, the third communication media different than the first and second communication media.

26. (Currently amended) An apparatus comprising:

a sending unit to send a selection to buy an upgraded media feature for a programming transmission to a server system via a first communications media ~~to buy an upgraded media feature for a programming transmission~~ to enable the server system to coordinate provision of the upgraded media feature with one of a plurality of programming transmission sources via a second communication media, the first communication media different than the second communication media; and

.....a receiving unit to receive the programming transmission from the one programming transmission source via a third communication media, the third communication media different than the first and second communication media.